

National
Steps[™]
Challenge:

MOVE IT
WITH NATIONAL STEPS
CHALLENGE[™] SEASON 5

 Health
Promotion
Board

**CORPORATE
CHALLENGE** IS BACK
IN OUR **MOST FEEL-GOOD
SEASON EVER!**

National Steps Challenge[™] Season 5
Corporate Challenge

National Steps Challenge[™] Season 5 Corporate Challenge

1. Introduction
2. Leaderboard features
3. Reasons to participate in NSC
4. Challenge Period
5. What is the registration process?



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Championing: Let's Beat Diabetes

What is National Steps Challenge™ (NSC) and Corporate Challenge (CC)?

1. NSC was first launched in 2015 to encourage Singaporeans to sit less and move more and to embark on more incidental physical activity as part of their daily lives.

Monitoring of daily steps count through complimentary steps tracker from HPB

Sync steps to Healthy 365 mobile app or island-wide Healthy 365 kiosks

Earn rewards!



2. To reach out to different population segments, NSC was introduced to targeted settings.



Aim for 10,000 steps per day

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Over 950 organisations with more than 190,000 employees participated in Corporate Challenge held in 2019 (Jan - Apr)

NSC Corporate Challenge Categories

**Organisations with
workforce size < 200 pax**

**Organisations with
workforce size ≥ 200 pax**

Eligibility criteria for organisations with ≥ 200 employees to be ranked in the Corporate Challenge leaderboard:

- 250 participants* or 15% of the workforce size (whichever is lower) have registered for the challenge and successfully chosen a fitness tracking device.

Steps Category

Prizes for winning organizations ≥ 200 employees (retained for Corporate Challenge):

Prize Category	Steps Leaderboard*
Overall 1 st	\$10,000
Overall 2 nd	\$7,000
Overall 3 rd	\$5,000

Overall Winners



Mitsui
High-tec
(Singapore)
Pte. Ltd.

Mitsui High-Tec Pte Ltd



Sim Lian Group Ltd



smartecarte[®]
MAXIMIZING THE EXPERIENCE

Smarte Carte Singapore

**Based on the highest overall average daily steps count for the challenge period*



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Other Winning Categories of Corporate Challenge



Monthly Winner

Be the organisation with the highest daily average step count per participant for a particular month during the Challenge and win up to \$2,000!

Steps Leaderboard - Monthly Winner for January

Workforce size of ≥ 200	Workforce size of < 200
 Mitsui High-tec (Singapore) Pte. Ltd. Mitsui High-tec (S) Pte Ltd	 Trade-Pro Ship Supply Pte Ltd

Steps Leaderboard - Monthly Winner for February

Workforce size of ≥ 200	Workforce size of < 200
 Sim Lian Group Limited	 Philippine National Bank Singapore

A winning organisation with the highest average daily steps count for each month* of the challenge:

- Jan
- Feb
- Mar
- Apr

*Each organisation is eligible to win once

3 winners monthly, based on the highest increase in average step count per day in that particular month, compared to the previous month's:

- Feb
- Mar
- Apr

*Each organisation is eligible to win once



Monthly Most Improved Organisations

Now the top 3 organisations with the most improvement in their daily average step count per participant for a particular month will also be recognised for their effort and get to win up to \$2000!

Steps Leaderboard - Monthly Top 3 Most Improved for February

Workforce size of ≥ 200	Workforce size of < 200
1 st  Mitsui High-tec (Singapore) Pte. Ltd. Mitsui High-tec (S) Pte Ltd	1 st  Trade-Pro Ship Supply Pte Ltd
2 nd  Kinetics Process Systems Pte Ltd	2 nd  Philippine National Bank Singapore
3 rd  Ren Ci Hospital	3 rd  Cheng Xin ShipManagement Pte Ltd



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Prizes for other winning categories

Prize Category	Steps Leaderboard
Monthly Winner*	\$2,000
Monthly Most improved [#]	\$2,000
Monthly 2 nd Most improved [#]	\$1,500
Monthly 3 rd Most improved [#]	\$1,000

**The top organisation with the highest daily average step count in a particular month.*

[#]The top 3 organisations with the highest increase in daily average step count in a particular month, compared to the previous month.



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Moderate to Vigorous Physical Activities (MVPA) Category

Prizes for winning organizations at least 200 employees:

Prize Category	MVPA Leaderboard*
Overall 1 st	\$10,000
Overall 2 nd	\$7,000
Overall 3 rd	\$5,000

Overall Winners



Mitsui
High-tec
(Singapore)
Pte. Ltd.

Mitsui High-Tec Pte Ltd



Seagate Singapore
International Headquarters
Pte Ltd



SIM LIAN GROUP LIMITED
Creating Space | Creating Homes



Sim Lian Group Ltd

**Based on the highest overall weekly average MVPA duration during the challenge period*



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What is MVPA?

- MVPA is defined as at least 64% of an individual's maximum heart rate (220 minus Age - e.g. a person who is 20 years old will have an estimated maximum heart rate of 200).
- Most sports activities would enable a person of average fitness to reach 64% of maximum heart rate.

Why promote higher intensity physical activities?

- Greater health benefits - recommended to accumulate at least 150 minutes of higher intensity physical activities per week.

Examples of higher intensity physical activities

Noticeable increase in your breathing rate

19 to 49 years old

- Brisk Walking (5km/hr)
- Leisure Cycling (16km/hr)
- Swimming laps
- Jogging (8-10km/hr)
- High impact aerobics
- Playing soccer

50 years and above

- Brisk Walking (3-5km/hr)
- Gardening
- Low impact aerobics
- Brisk Walking uphill
- Jogging
- Line dancing

Aim for at least 150 minutes of higher intensity exercises every week!



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Overview of Corporate Challenge in National Steps Challenge[™] Season 5

Corporate Challenge period: 13 Jan - 26 Apr 2020

Eligibility criteria for organisations with ≥ 200 employees to be ranked in the Corporate Challenge leaderboard:

- 250 participants* or 15% of the workforce size (whichever is lower) have registered for the challenge and successfully chosen a fitness tracking device.

Eligibility criteria to receive HPB fitness trackers with heart rate monitoring function

- Employees who have signed up for the Corporate Challenge and have not collected a HPB fitness tracker in Season 4 are eligible for the free HPB fitness tracker



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Loyalty Perks

Only for returning companies which have joined us for at least 1 season previously

- Entitled to one free physical activity session* or HPB health programme



High intensity Physical
Activity Session



Smoking Cessation

*Limited slots available on a first-come-first serve basis

* Applicable to private companies only

Other Features of Corporate Challenge

For public sector agencies only

CHALLENGE DETAILS

CORPORATE CHALLENGE INTRA CHALLENGE PUBLIC SECTOR

Results as of 17 April 2020

Total No. of Organisations: 156

Overall (6 Jan 2020 - 19 Apr 2020) Ongoing

Rank	Name	Avg Steps
1	AAA	15,102
2	BBB	14,202
3	CCC	12,882
4	DDD	12,627
5	EEE	11,982

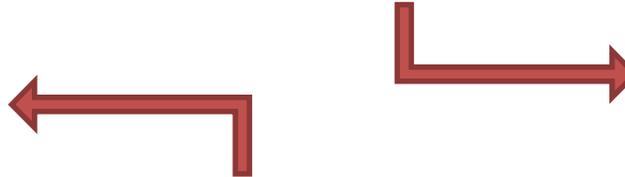
3 CCC 12,882

Ranking is based on daily average step count

DASHBOARD CHALLENGES DIET JOURNAL HISTORY

Industry Hall of Fame

- A champion organisation for each industry in each month!



Public Sector Steps Leaderboard

- Features the top 5 public sector agencies in the leaderboard for each month!

Participating organisations receive daily updates of their performance on the steps leaderboards!

App interface for Corporate Challenge may differ from illustrations.

For private sector organisations only

CHALLENGE DETAILS

CORPORATE CHALLENGE INTRA CHALLENGE INDUSTRY

Results as of 17 April 2020

Total No. of Organisations in Construction Industry: 83

Overall (6 Jan 2020 - 19 Apr 2020) Ongoing

Industry Champion	Avg Steps
Accommodation & Food Services - Company AAA	15,102
Business Services - Company BBB	14,202
Construction - Company CCC	12,882
Education - School of EEE	12,627
Finance & Insurance - The bank of FFF	11,982

7 Construction - Company XXX 11,882

Your company rank 7 out of 83 organisations in the construction industry

DASHBOARD CHALLENGES DIET JOURNAL HISTORY



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Other Features of Corporate Challenge

Rank	Name	Avg Steps
1	Marketing	15,102
2	Sales	14,202
3	Design	12,882
4	Finance	12,627
5	Human Resource	11,982

Intra-Challenge

- Optional feature that allows departments/teams in the same organisation to compete with each other on a leaderboard.
- Organisations that opted for the Intra-challenge performed better than those that did not. Prepare to rally your departments!



Do note that :

- Max. 99 teams are allowed per organisation
- 15-character limit to the naming of teams, no symbols or emoticons are allowed.
- Prizes may be provided by organisations (optional)

Other Features of Corporate Challenge



Intra-Challenge

- Opt for the Intra-challenge to unlock a special feature – Tap & Win!
- Participants who clock 10,000 steps a day get a chance to win additional prizes such as shopping vouchers through a Tap & Win game in the Healthy 365 mobile app.

What last season's participating organisations did in conjunction with Corporate Challenge!



More than 1000 staff from ST Aerospace Engines set a record with most number of staff clocking at least 10k steps in 5 days



Participated in a photohunt along Orchard Road organised jointly by HPB and Orchard Road Business Association (ORBA)



Public sector employees organised Health Lifestyle Walks to increase MVPA among staff

How to register for Corporate Challenge

- Please register for the challenge on our web page -
<https://go.gov.sg/nsc5large>



Registration Period: 15 Aug – 20 Dec 2019

go.gov.sg/nsc5large

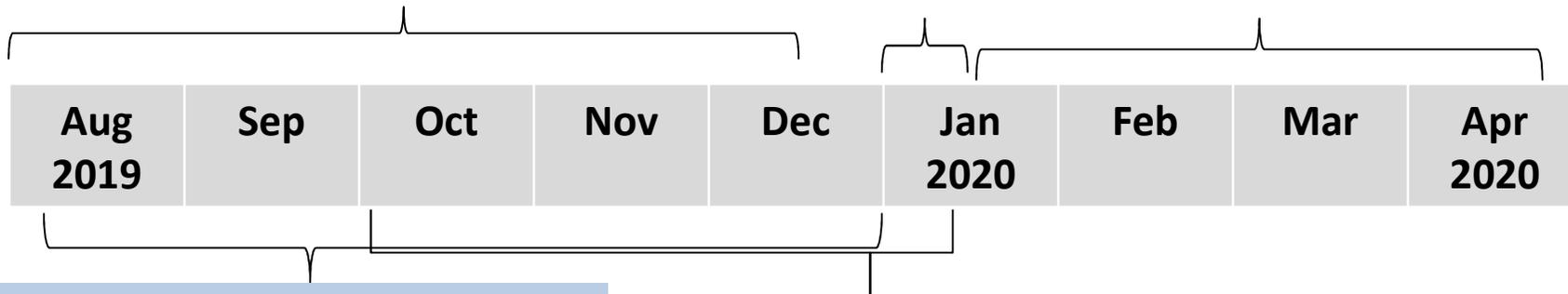
- Participating organisations must have their own UEN or ACRA number.

Corporate Challenge Timeline

15 Aug – 20 December 2019
Register your organisation for the Corporate Challenge 2019!

3 Jan 2020
Deadline to sign-up for Challenge via Healthy 365 mobile app & set up preferred fitness tracking mode

13 Jan – 26 Apr
Corporate Challenge!



20 Aug – 3 Jan 2020
Get your employees to sign-up for the Challenge via Healthy 365 mobile app and collect fitness trackers*

1 Oct – 3 Jan
Courier of fitness trackers* to organisations

*Terms and conditions apply



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Corporate Challenge Sign-up Process

1 Organisation signs up for Corporate Challenge

2 Upon your successful registration, HPB will:

- Issue your organisation a 6-digit unique code(s)

Case 1: For Organisations without Intra-challenge

Entry Code:

1	2	0	A	0	0
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Organisation code

Case 2: For Organisations with Intra-Challenge

Entry Code:

1	2	0	A	0	5
---	---	---	---	---	---

Organisation code Div/Dep/Team code

**Each team will get a
unique entry code!**

**E.g. Finance – 01
HR - 02**

Corporate Challenge Sign-up Process

3

A set of NSC communication materials including sign-up instructions etc., will be sent to you for dissemination to all employees

- Encourage employees to sign up for Corporate Challenge on the Healthy 365 mobile app by entering the organisation's unique code!

4

Eligible participants collect their HPB fitness trackers

Ready, set, go!

Have regular activities and internal team challenges to sustain interest and increase physical activities among staffs!



Corporate Challenge Sign-up Process

Choose either:

a) **One 3-hour roadshow (1 Oct – 3 Jan 2020)**

OR

b) **Two batches of trackers to be delivered to your organisation**

1 x 3-hr roadshow	2 x courier*
Participants have to download the Healthy 365 mobile app and sign up for Corporate Challenge before collecting their trackers at the roadshow.	Participants have to download the Healthy 365 mobile app and sign up for Corporate Challenge before a deadline stipulated by the organisation rep (at least 7 working days before the arranged date of courier).
Estimated 200-300 trackers can be distributed in a single 3-hr roadshow. Organisation is entitled only to the trackers distributed at the roadshow itself.	Unlimited number of trackers, depending on the no. of eligible participants who signed up for Corporate Challenge under the organisation.

**The courier option would especially meet the needs of organisations with very large workforce sizes, or those that have multiple workplace sites.*



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Why Participate in Corporate Challenge?

- Corporate Challenge offers a great platform for organisations to promote staff cohesion, health, and wellness.



- As the organisation rep, you'll receive:
 - a. Weekly reports on your organisation's performance
 - b. Publicity materials and supporting collaterals (e.g., EDMs, poster artwork, user guides)
 - c. Recognition for successfully rallying your employees



Why Participate in Corporate Challenge?

Monitor your organisation's progress with daily/weekly reports

- Number of participants who have registered and successfully chosen a tracking mode
- Top steppers in your organisation (overall) and in each team
- Top employees with highest MVPA minutes in your organisation
- Most improved steppers in your organisation
- Ranking of all teams within your organisation

Based on daily average step count and weekly average MVPA minutes, taking into account steps taken and MVPA minutes since the beginning of the Corporate Challenge.

Receive publicity materials and supporting collaterals to rally your staff

- EDM to encourage staff to sign up on Healthy 365 mobile app
- Poster artwork to get staff to collect their steps trackers
- User guide on how to sign up for Corporate Challenge, choose a tracking mode, etc.



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Recognition for successfully rallying your employees

Corporate Friends of NSC Award

Award	% of workforce in organization*	Rewards for organisation representative(s)
Gold supporter	40% - 59%	\$150
Platinum supporter	60% and above	\$300

- Be recognised for rallying your colleagues to participate in Corporate Challenge

*Participants should have signed up for Corporate Challenge, successfully chosen a fitness tracking device and remained in the Challenge by the end of Challenge period.

Why Participate in Corporate Challenge?

- Employees who sign up for the Corporate Challenge are automatically registered for the National Steps Challenge[™] Season 5 (NSC 5) too.
- Steps taken and MVPA minutes clocked by employees will contribute to both Corporate Challenge and NSC 5 Individual Challenge, which entitles them to enjoy more rewards and chances to win attractive Lucky Draw prizes!



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Enquiries

- The briefing deck will be emailed to you after 30 August.
- For enquiries and registration for Corporate Challenge 2019, please email info@corporatechallenge.sg or call 64941418 (Mon – Fri, 8am – 6pm).



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